

Message Text

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PAGE 01 SANTO 03897 212130Z

70

ACTION CU-04

INFO OCT-01 ARA-10 ISO-00 /015 W
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R 212027Z SEP 73

FM AMEMBASSY SANTO DOMINGO

TO SECSTATE WASHDC 8897

INFO USIA WASHDC

LIMITED OFFICIAL USE SANTO DOMINGO 3897

E.O. 11652: N/A

TAGS: SCUL, ETRD, DR

SUBJECT: IMAGE-BUILDING (BETTY ALLEN, MEZZO-SOPRANO)

REF: STATE 186551

1. EMBASSY IS GRATIFIED THAT BETTY ALLEN HAS AGREED TO OFFER CONCERTS IN THE DOMINICAN REPUBLIC AND APPRECIATES USIA COOPERATION THIS REGARD. WE ATTACH PARTICULAR IMPORTANCE TO HER APPEARANCE WITH THE DOMINICAN NATIONAL SYMPHONY ORCHESTRA TO INAUGURATE THE SYMPHONIC SERIES IN THE TEATRO NACIONAL SINCE THIS PERFORMANCE IS BEING SPONSORED BY THE AMERICAN CHAMBER OF COMMERCE HERE.

2. THIS NEW ACTIVITY BY THE CHAMBER OF COMMERCE RESULTS FROM A MEETING THE AMBASSADOR HAD AT HIS RESIDENCE WITH THE CHAMBER'S EXECUTIVE BOARD. IN THAT MEETING THE AMBASSADOR STRESSED THE IMPORTANCE OF GOOD CORPORATE CITIZENSHIP AND THE USEFULNESS OF AMERICAN BUSINESS SEEKING TO CREATE AN IMAGE DIFFERENT FROM THE FALSE PICTURE OF GRASPING MATERIALISTIC ENTERPRISES THAT OUR ENEMIES SEEK TO PORTRAY. THE AMBASSADOR NOTED THE IMPORTANCE THAT PRESIDENT BALAGUER ATTACHED TO THE VERY FINE, RECENTLY-OPENED TEATRO NACIONAL AS WELL AS THE EVIDENT PRIDE THE DOMINICAN PEOPLE TOOK IN THIS SYMBOL OF CULTURE. THE AMBASSADOR ASKED WHETHER AN OPPORTUNITY WAS NOT THEREBY CREATED FOR AMERICAN BUSINESS TO START BUILDING A NEW FACET TO ITS IMAGE BY BECOMING ASSOCIATED WITH THE TEATRO THROUGH SPONSORING US CULTURAL EVENTS THERE. THE BOARD AGREED TO DISCUSS THE THOUGHT IN CAMERA.

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3. SUBSEQUENTLY, THE BOARD'S PRESIDENT WROTE TO THE EMBASSY

AGREEING TO FINANCE AND SPONSOR MISS ALLEN'S APPEARANCE WITH THE ORCHESTRA. IF THIS EXPERIMENT IS SUCCESSFUL, WE INTEND TO ENCOURAGE THE CHAMBER TO BUDGET FUNDS FOR BRINGING SEVERAL US CULTURAL EVENTS HERE THROUGHOUT THE SEASON. THE EMBASSY BELIEVES THAT SUCH ACTIVITY BY THE CHAMBER WILL HAVE POSITIVE POLITICAL/PSYCHOLOGICAL RESULTS WITH THE LOCAL POPULATION AND, NOT UNIMPORTANTLY, ENABLE US TO HUSBAND OUR SCARCE USIS RESOURCES FOR CULTURAL PRESENTATIONS.

HURWITCH

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